

Minutes of 3.12.2020 Maynard Economic Development Committee, Maynard Town Building, 8 am.

Meeting called to order at 8:05 am.

Members present: Jack MacKeen, Dick Downey, Megan Zammuto, Rosalind Green, Karen Freker, Lynda Thayer, Bill Nemser, Jerry Beck, and Sarah Cressy.

Quorums: Jack distributed information on what constitutes a quorum of a public body under MA General Law and how that the provisions thereof are handled under Maynard's Charter. A quorum for any municipal body in Maynard is a majority of the then appointed members. Based on current membership an EDC quorum at this time is five members.

Minutes of 1.23.2020 and 2.13.2020 unanimously approved.

Library Community Info Fair on March 18th. Jack asked for volunteers to staff this event. Given the "COVID-19" event, consensus was that the MEDC was uncomfortable sending a volunteer to this event, and asked Jack to suggest to the Library that they postpone their Fair.

discovermaynard.com discussion

-Site is being built in WordPress, a user-friendly content management system.

-The discovermaynard.com (DM) Committee wants to adopt the same, or similar, event policy as the previously established kiosk policy to manage process of adding content to the site.

-Site would primarily represent Business-to-Consumer organizations with a dedicated business location in Maynard.

-Site management would include 2 people—a primary manager and a back-up person.

-Set up emails for events@discovermaynard.com and web@discovermaynard.com.

-David Griffin has already been contracted to set up the events calendar.

-As resources become available, the eventual goal is to build a much more robust site containing many of the items included in the original DiscoverMaynard plan.

-According to Megan, part of the job description for the Economic Development Project Coordinator will be to populate the event calendar and set up systems, such as the web form. There's enough funding for one year. Meanwhile, Dick and Lynda volunteered to assist as needed.

Economic Development Plan

The Plan Subcommittee reviewed multiple economic development documents and the White Pond Study. From this, they created a table to highlight collective goals, purpose and intent of those goals, the principal driver, supporting partners, timeframe, cost, and impact. Table was distributed.

According to Roz, this information will improve follow through and assist in setting staff priorities.

An "off schedule" MEDC meeting is suggested to define MEDC priorities. Furthermore, meetings with the "principals" to moderate "silos" is also suggested.

Other: Dick asked if the MEDC has enough funds to update and reprint the maps. Megan will check.

Meeting adjourned at 9:30 am.

Proposed Minutes Submitted by Sarah Cressy on 4.22.2020.